

Ten Easy LinkedIn Profile Tips ... Some Take Just Ten Seconds!

I typically critique resumes and LinkedIn profiles together. I often notice an individual put time and effort into writing their resume but neglected their LinkedIn profile in the belief it's not as important ... BUT IT IS!!

There are three main reasons a hiring decision maker lands on your profile – they used a keyword search to look for suitable applicants, they're pre-screening applicants, or vetting a short list of candidates before or after the interview.

All of these scenarios require your profile be current and captivating by engaging the reader with stories. What your profile is not is a cut and paste of your resume, so let me help you.

Here's a TOP 10 LIST of easy tips to improve your LinkedIn profile.
Do one or all 10; it's your choice.

- Include a background photo (check out Unsplash, Pixabay, Pexels, Canstockphoto, or Canva).
- Personalize (shorten) your LinkedIn URL (10 SECOND tip) and include the URL in your resume.
- Reject the default headline; create a custom headline up to 220 characters in length.
- Write in the first person for the About and Work Experience sections.
- List 50 Skills or as close to the max without adding skills you have no experience in.
- Add/update the Industry setting (10 SECOND tip).
- Request Recommendations (a profile with 10 recommendations gets more profile views).
- Include an email address in the contact section (10 SECOND tip).
- Match your Work Experience to the resume (employer names, dates, job titles).
- Enrich your profile with media – upload documents, videos, presentations, and photos.

This TOP 10 LIST will put you on the path to an ALL STAR LinkedIn profile rating.

ABOUT ME: I'm a certified online profile and resume writer. I take the pain away of writing your own resume, LinkedIn profile, cover letter, thank you letter, and bio. See my profile Brenda Collard-Mills for more information or email brenda@robustresumesandresources.com to request a free critique of your resume and LinkedIn profile.